

# Happy 1st Birthday Campaign

## PURPOSE:

To increase the education and awareness of new parents on the importance of beginning oral health care for their infant no later than their child's first birthday. Specifically to encourage parents to brush their child's teeth and take them to the dentist by age one.

## THE PLAN:

Distribute Happy First Birthday cards statewide to infants celebrating their first birthday. If possible, include a toothbrush with the card to encourage parents to brush their child's teeth. The dual language cards can be made available to medical and dental providers serving families and children as well as Early Head Start and WIC programs.

## HOW CAN YOU HELP?

Give out the birthday cards to parents of young infants on a consistent and regular basis. Complete the order form contained in this kit to request the number of cards that you will need. Fax the form to the DHEC Oral Health Division at 803-898-2065.

## ADDITIONAL QUESTIONS?

Please contact the Division of Oral Health at (803) 898-0194 or [oralhealth@dhec.sc.gov](mailto:oralhealth@dhec.sc.gov).

